



# Fairway and Moor

**B**ANNOCKBURNS and Loch Lomonds, Islays and Pitlochries—aye, laddie, Scotland has come to America in golf clothes!

There's not a golfer from Shinnecock Hills to Del Monte but will be interested as he never was before, though his natural enthusiasm might lead him to play in brogans instead of brogues, and in the buff in place of bonnie tweeds, if he could nae find clothes handily.

But this is an event in the history of the game—this great Spring opening of Abercrombie & Fitch golf clothes for 1920. Not a mere handful of suits and topcoats—not half a hundred—but *hundreds upon hundreds of them*, making any previous collection in this country seem small by comparison.

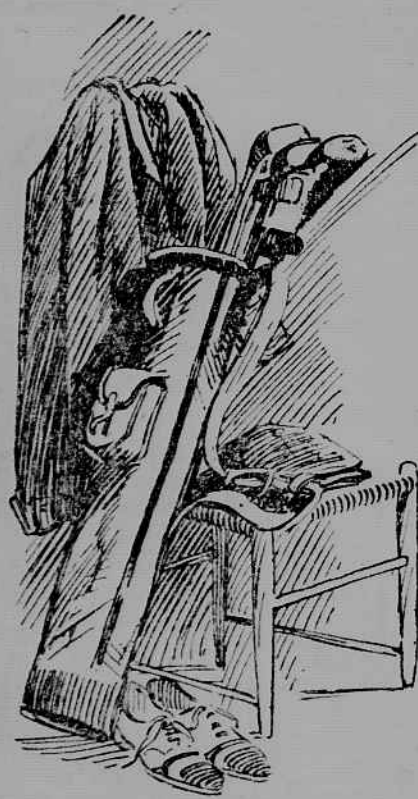
Sturdy woollens that in the hand-spinning of the yarns and in their weaving, in the shadow of modest crofters' cottages, were swept by the breath of the moor and still retain the pungent smell of peat.

Shetlands in herringbone, birdseye and diamond patterns; tweeds from the Isle of Harris;

Killiecrankie and Kerry Fishing tweeds; Welsh and Irish tweeds and homespun; Scotch homespun and cheviots; Ardaras, Aberfeldies, Blarneys and Connemaras—altogether what is believed to be the greatest assortment of sporting fabrics and patterns that any establishment in the world has ever offered.

Say a round hundred and fifty different patterns—or thereabouts. And suits for large men and small men, tall men and short men, of each pattern. Many of them just off the ships, tailored for us in England, for those that will be satisfied with nothing else; the rest, of the same materials, the thoroughbred work of Abercrombie & Fitch sporting tailors here.

This house takes its place naturally as the leading purveyor of clothes and footwear to golfers, as it is to motorists, equestrians, tourists, and all other classes of outdoor men and women. It is demonstrating in the present instance that its golf lead is a long, long drive.



**W**HETHER you belong to the class of seasoned golfers, in roomy knickerbockers and leather-buttoned jacket of true English swing, or to the equally large class which finds a city-and-country long-trouser suit of tweeds serves for both golf and motoring—and for many other purposes as well—the assortments from which you may now select will prove a revelation.

America has never had another such shop for men, young men and boys as this Abercrombie & Fitch sporting clothes department. The clothes are genuine sporting garments. They constitute the sole business of a most important and extensive department of the greatest sporting goods store in the world.

**A**S a measure of the variety of imported tweeds and homespun offered here in ready-for-service and made-to-order suits and topcoats, it is a fact that no American wholesale importers of woollens would find it practical to bring into this country one-half the number of separate patterns which this house has selected abroad, piece by piece.

The weavers of these hand-loom sporting woollens, many of whom spin their own yarns by hand, in most instances produce only a few pieces each in a year. In order to get the pick of them it is necessary for our representative to visit the various neighborhoods in which they are produced.

"Thorntweed"—the Sturdiest of Them All

**I**N addition to these sporting fabrics from the British Isles, another fabric—"Thorntweed"—standardized and woven specially for this house, is again offered in its very attractive heather mixtures, rich browns and greens.

The war interfered with the production of "Thorntweed," it being impossible to secure the proper yarns for its weaving. Rather than substitute inferior yarns, its further production was postponed until normal conditions were re-established.

"Thorntweed" is one of the most attractive and durable city-and-country suit fabrics manufactured. It is sold exclusively by this house, in men's ready-for-service and made-to-order suits and topcoats, and is giving unusual satisfaction.

**A**S sport is given its widest outdoor meaning in the Abercrombie & Fitch store, so the men's sporting clothes offered here embrace every possible need of a sportsman.

Fishing—camping—motoring—riding—aviation—globe-trotting—exploring—and every type of hunting, from jungle hunting to shooting polar bears.

The fly-caster finds here his English waders and his wading brogues to wear over them—his suit of correct materials—his stockings, his shirt and his hat.

**T**HE rider finds a breeches-maker who is an expert, a full selection of English riding materials appropriate to the season, a suit ready-to-wear if he wants it, or made to his order. He finds boots and leggings, crops and waistcoats, caps and hats, shirts and stocks—everything that he might find in London, perfectly adapted to American riding.

**T**HE camper finds Ruff-stuff and Cold Stream materials for his Summer campaign; the aviator finds Government approved aviation outfits; while the hunter finds equipment that is faultless, into whatever wilderness his path may lead.

Spring and Summer Clothes for Boys  
Who Breathe the Outdoor Spirit

Covering the needs of the younger outdoor members of the family—boys from eight years up—with clothes of the same character as those furnished their fathers and older brothers.

Suits and coats of typical Abercrombie & Fitch materials, combining everyday city-and-school wearability with sportsmanlike appearance for the country—more satisfactory to the boy himself than any other outfit that can be purchased for him.

Caps, haberdashery and boots for boys, having the thoroughbred distinction that appeals to men.

Boys' riding suits, ready-to-wear, of like materials and of the same cut and tailoring as our men's riding suits.

**T**HERE is a relationship between a cap and a coat which a sportsman instinctively appreciates. A camel's hair polo coat has its own uses, both on and off a polo field, and a camel's hair cap goes with it.

Either, without the other, loses in effectiveness—in that correctness, the consciousness of which adds to the fitness of a sportsman.

A tweed topcoat has its varied usefulness, both in a motor car and out of it—and an English herringbone tweed cap or a stitched tweed hat is its natural partner. The Abercrombie & Fitch outfitting of men regards these details closely, attempting to complete harmoniously whatever it undertakes.

**E**VERYONE who is at all familiar with the establishment knows that one must come here to secure the largest selection of sporting footwear in the world—and that the prices are reasonable.

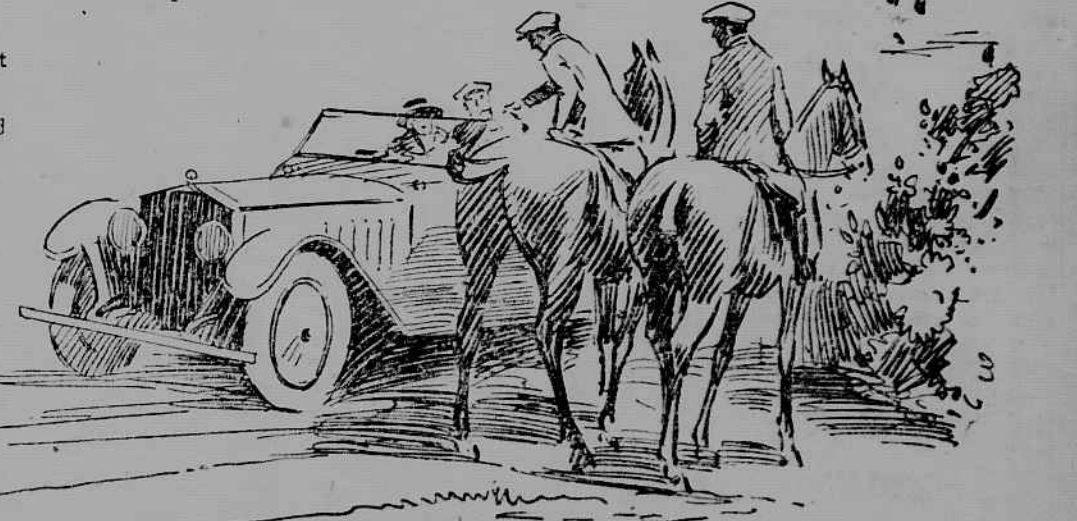
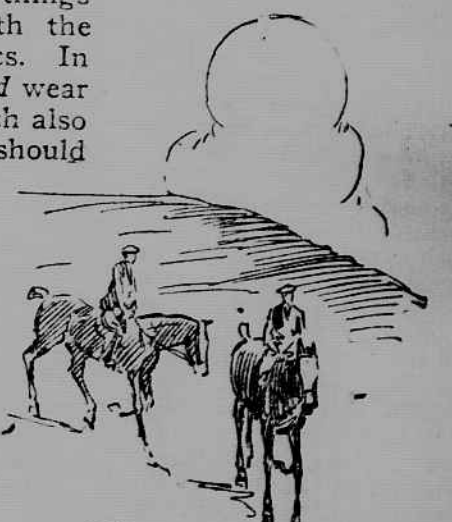
This means white buck shoes with exactly the right kind of leather saddle, white or brown; or golf shoes, high or low, with heels that do not slip on the foot; or town and country walking boots; or riding boots; or boots to wear in the stubble and in a mining camp.

It is just as important for you to know that for each topcoat and suit this house also supplies the hat or cap that goes with it; and to remember that the largest available selection of sporting shirts, and neckwear from an Irish silk poplin to a foulard, are also located in this department.

**E**VEN the buttons and stick pins which are meeting favor with sportsmen who regard such things closely have been chosen with the care used in selecting sporting fabrics. In short, nothing that a sportsman *should* wear has been overlooked in this store, which also provides everything that a sportsman should use.

Suits in Tropic Weights for the Sports of Mid-Summer

**M**EN'S hot weather suits of silk, linen, crash, duck, flannels and tropic woollens are furnished in varieties commensurate with the assortments of Spring and Summer tweeds—with haberdashery, shoes and hats meeting all mid-Summer requirements.



## Abercrombie & Fitch Co.

EZRA H. FITCH, President

Madison Avenue and Forty-Fifth Street, New York

"THE GREATEST SPORTING GOODS STORE IN THE WORLD"